

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A display apparatus for presenting a moving image with less perceivable degradation, ~~characterized by the apparatus~~ comprising:

display control means for controlling display to cause display means to display the moving image, by recognizing ~~content to be displayed as~~ that the moving image to be displayed is a computer graphics image and then causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that the moving image is a computer graphics image; and

the display means for displaying the moving image at the determined frame rate on the basis of control of the display control means, in which a display of each pixel on a screen is maintained during each frame period.

2. (Currently Amended) The display apparatus according to claim 1, ~~characterized in that: wherein~~ the determined frame rate is 350 frames/sec.

3. (Cancelled).

4. (Cancelled).

5. (Cancelled).

6. (Cancelled).

7. (Cancelled).

8. (Currently Amended) The display apparatus according to claim 1, ~~characterized in that: wherein~~ the determined frame rate is 360 frames/sec.

9. (Currently Amended) A display method for controlling a display apparatus having display means in which a display of each pixel on a screen is maintained during each frame period, for presenting a moving image with less perceivable degradation, ~~characterized by the method~~ comprising:

controlling display to cause the display means to display the moving image, by recognizing ~~content to be displayed as~~ that the moving image to be displayed is a computer graphics image; and then

-causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that the moving image is a computer graphics image.

10. (Currently Amended) The display method according to claim 9, ~~characterized in that~~ wherein the determined frame rate is 350 frames/sec.

11. (Cancelled).

12. (Cancelled).

13. (Cancelled).

14. (Cancelled).

15. (Cancelled).

16. (Currently Amended) The display method according to claim 9, ~~characterized in that~~ wherein the determined frame rate is 360 frames/sec.

17. (Currently Amended) A display apparatus for presenting a moving image with less perceivable degradation, ~~characterized by the apparatus~~ comprising:

display control means for controlling display to cause display means to display the moving image, by recognizing ~~content to be displayed as~~ that the moving image to be displayed is a computer graphics image and then causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that the moving image is a computer graphics image; and

the display means for displaying the moving image at the determined frame rate on the basis of control of the display control means, the display means being matrix-driven.

18. (Currently Amended) The display apparatus according to claim 17, ~~characterized in that:~~ wherein the determined frame rate is 350 frames/sec.

19. (Cancelled).

20. (Cancelled).

21. (Cancelled).

22. (Cancelled).

23. (Cancelled).

24. (Currently Amended) The display apparatus according to claim 17, ~~characterized in that:~~ wherein the determined frame rate is 360 frames/sec.

25. (Currently Amended) A display method for controlling a display apparatus having matrix-driven display means, for presenting a moving image with less perceivable degradation, ~~characterized by the method~~ comprising:

controlling display to cause the display means to display the moving image, by recognizing ~~content to be displayed as~~ that the moving image to be displayed is a computer graphics image; and then

causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that the moving image is a computer graphics image.

26. (Currently Amended) The display method according to claim 25, ~~characterized in that~~ wherein the determined frame rate is 350 frames/sec.

27. (Cancelled).

28. (Cancelled).

29. (Cancelled).

30. (Cancelled).

31. (Cancelled).

32. (Currently Amended) The display method according to claim 25, ~~characterized in that~~ wherein the determined frame rate is 360 frames/sec.

33. (New) A computer readable medium having program code stored thereon, for controlling a display apparatus having display means in which a display of each pixel on a screen is maintained during each frame period, and for presenting a moving image with less perceivable degradation, the program code being executable by a processor to perform operations comprising:
controlling display to cause the display means to display the moving image, by recognizing that the moving image to be displayed is a computer graphics image; and

causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that the moving image is a computer graphics image.

34. (New) The computer readable medium according to claim 33, wherein the determined frame rate is 350 frames/sec.

35. (New) The computer readable medium according to claim 33, wherein the determined frame rate is 360 frames/sec.

36. (New) A computer readable medium having program code stored thereon, for controlling a display apparatus having matrix-driven display means, and for presenting a moving image with less perceivable degradation, the program code being executable by a processor to perform operations comprising:

controlling display to cause the display means to display the moving image, by recognizing that the moving image to be displayed is a computer graphics image; and

causing the display means to display the moving image at a determined frame rate of 350 or 360 frames/sec based upon the recognition that the moving image is a computer graphics image.

37. (New) The computer readable medium according to claim 36, wherein the determined frame rate is 350 frames/sec.

38. (New) The computer readable medium according to claim 36, wherein the determined frame rate is 360 frames/sec.